

<b>Notice of References Cited</b>	Application/Control No. 09/998,038		Applicant(s)/Patent Under Reexamination BAYER ET AL.	
	Examiner Linda Krisciunas		Art Unit 3623	Page 1 of 1

**U.S. PATENT DOCUMENTS**

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-6,839,682	01-2005	Blume et al.	705/10
*	B	US-2002/0069101	06-2002	Vincent, Perry G.	705/10
*	C	US-6,901,406	05-2005	Nabe et al.	707/102
*	D	US-5,974,396	10-1999	Anderson et al.	705/10
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	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

**FOREIGN PATENT DOCUMENTS**

*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Country	Name	Classification
	N					
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**NON-PATENT DOCUMENTS**

*		Include as applicable: Author, Title Date, Publisher, Edition or Volume, Pertinent Pages)
	U	"Frequency marketing builds repeat business" by Bill McDowell, Information Access Company, August 1993.
	V	"SaveSmart, Inc. Launches Industry's First Personalized Promotions Service on the Internet; Interactive Web Site Delivers Paperless Promotions Targeted to Individual Consumer Needs", Business Wire, October 14, 1996.
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\*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)  
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.